Evaluation Essentials for Non-Evaluators:

Understanding the Basics and Benefits of Evaluation

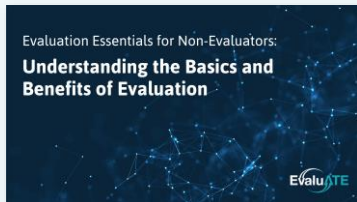Begins at 2 p.m. Eastern

EvaluATE

1

EvaluATE
evalu-ate.org

Working towards an ATE community in which
evaluation is valued, systematic, and used
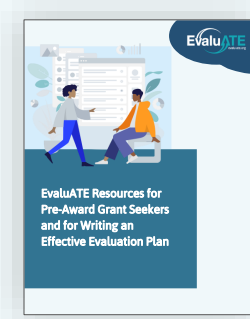to improve the education of technicians
in high-tech fields.

2

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evalu-ate.org/webinar/feb24-2

1

Materials

Slides	Additional Resources	Recording

3

Introductions
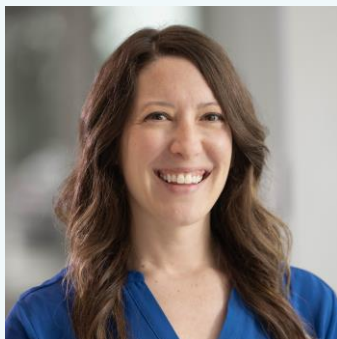
Samantha
Hooker
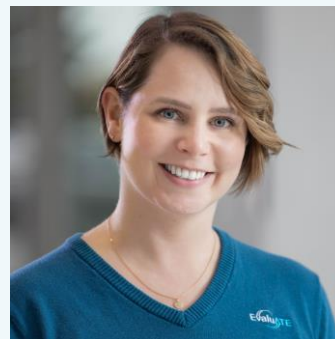
Lyssa
Wilson Becho

4

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Behind the Scenes & Thank You
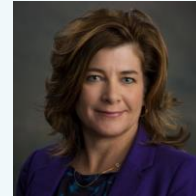
Maureen Green
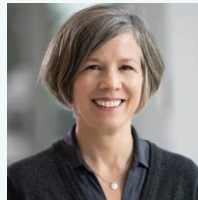
Lori Wingate

Carolyn Williams-Noren

Elaine Craft

Pam Silvers

Emery DeWitt

5

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6

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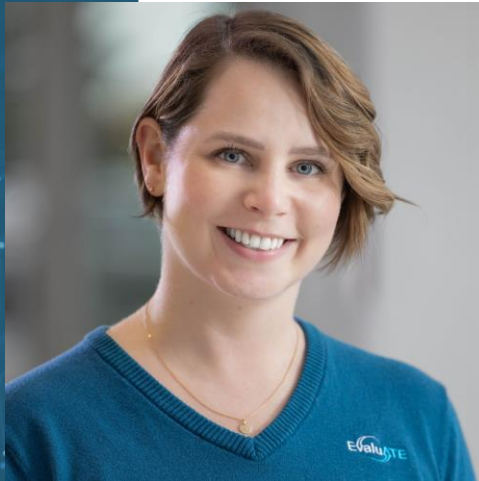
Evaluation

Lyssa

7

One Word

CHAT QUESTION

- What is one word that comes to mind when you hear "evaluation"?

Answer in chat box

8

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9

10

11

Strategies and Insights into Evaluation Plans for NSF ATE Proposals

March 27, 2 p.m. Eastern

12

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13

? What is evaluation?

14

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15

students

faculty

business

industry
partners

YOU
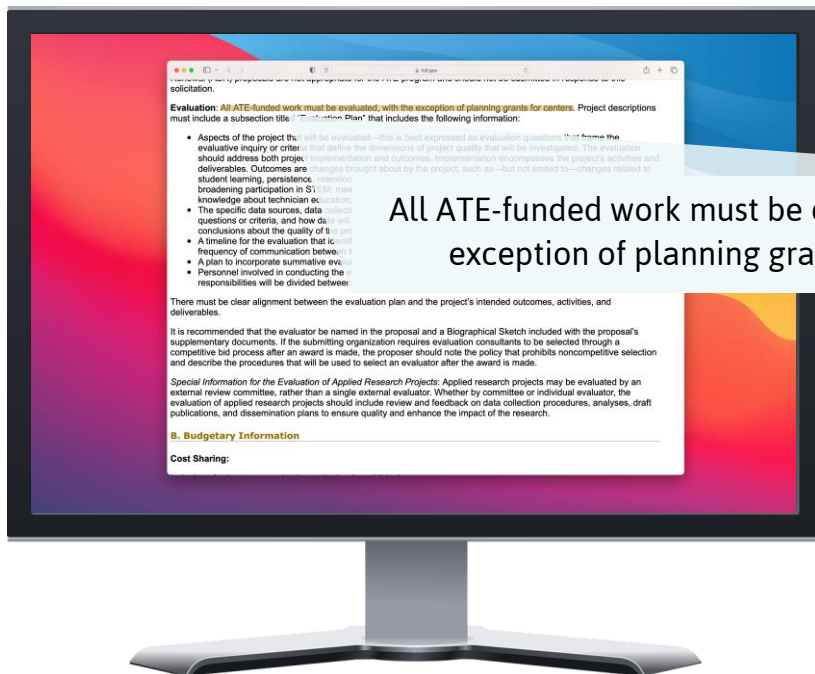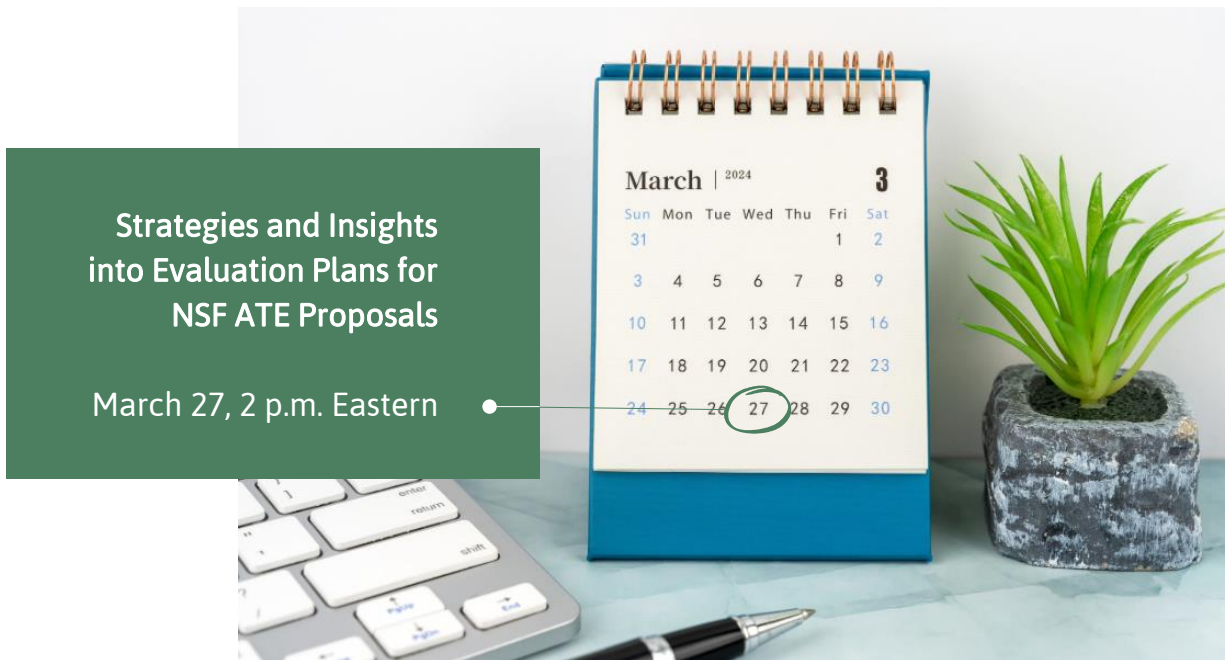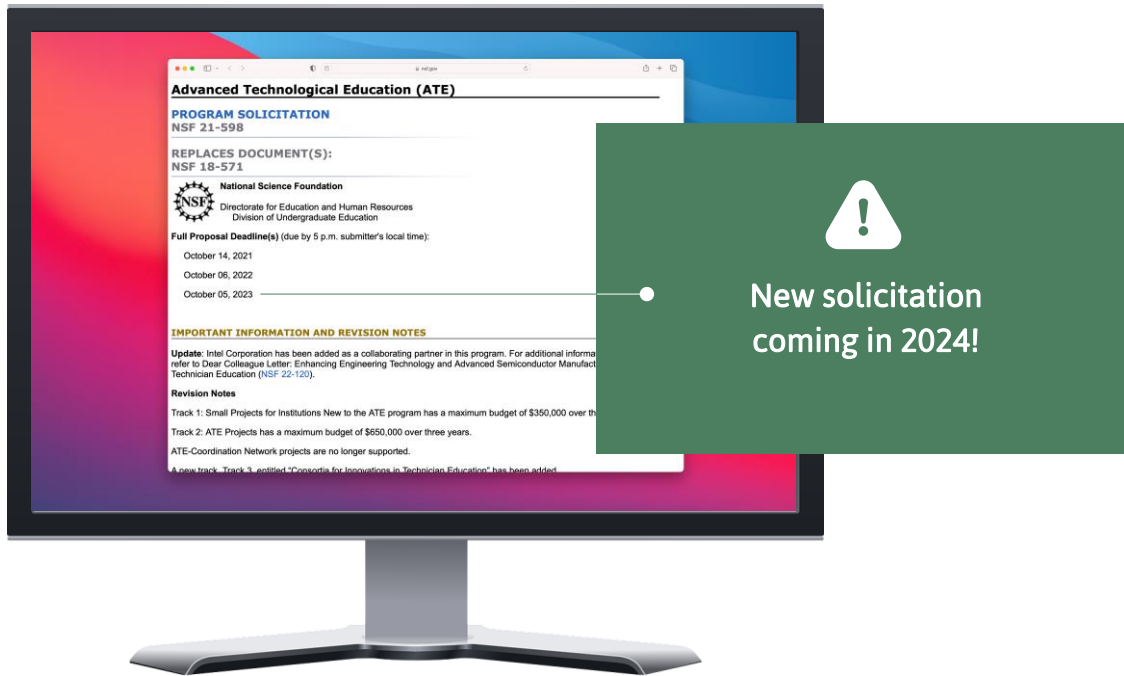
16

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YOU

+

EVALUATOR

17

18

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Evaluation
FOUR BASIC STEPS

1. Ask important questions about a project's processes and outcomes.

2. Gather evidence that will help answer those questions.

3. Interpret data and answer the evaluation questions.

4. Use and report results for accountability, improvement, and planning.

19

Resources
WHAT IS EVALUATION?

ATE Evaluation Task List
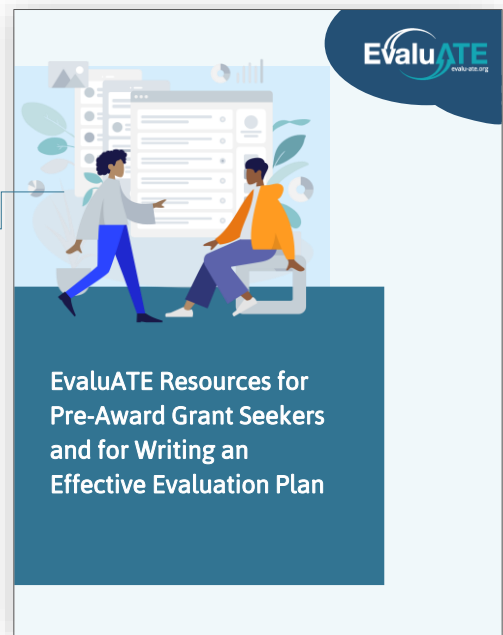
EvaluATE Resources for Pre-Award Grant Seekers and for Writing an Effective Evaluation Plan

20

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10

21

22

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Evaluation
PURPOSES

- Project improvement
- Accountability
- Evidence

23

Improvement
PURPOSE #1

- "The most important purpose of evaluation is not to prove, but to improve."

24

Improvement

PURPOSE #1

JCSEE — Joint Committee on Standards for Educational Evaluation

- Utility
- Feasibility
- Propriety
- Accuracy
- Accountability

Learn more at
evaluationstandards.org/program

25

Improvement

PURPOSE #1

26

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Accountability

PURPOSE #2

The funds to support an evaluator independent of
the project must be requested.
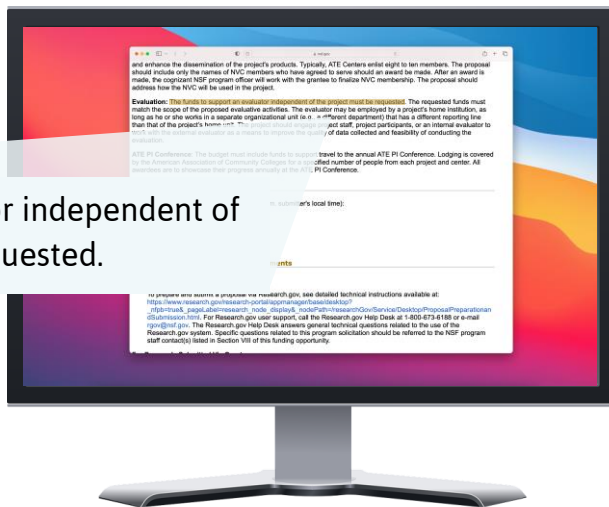
27

Accountability

PURPOSE #2

Accomplishments

- Report on goals, activities,
  objectives, results,
  outcomes

- Upload evaluation report

Annual reports submitted by principal
investigators to NSF:

| Cover | Accomplishments | Products | Participants | Impact | Changes/Problems | Special Req's |

28

Accountability

PURPOSE #2

Changes/ Problems

- Use data to justify changes in project plans

Annual reports submitted by principal investigators to NSF:

| Cover | Accomplishments | Products | Participants | Impact | Changes/ Problems | Special Req's |

29

Evidence

PURPOSE #3

So, did it work?

freshspectrum.com

30

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Evidence

PURPOSE #3

Results from Prior NSF Support ... must contain specific outcomes and results including metrics to demonstrate the impact of project activities.
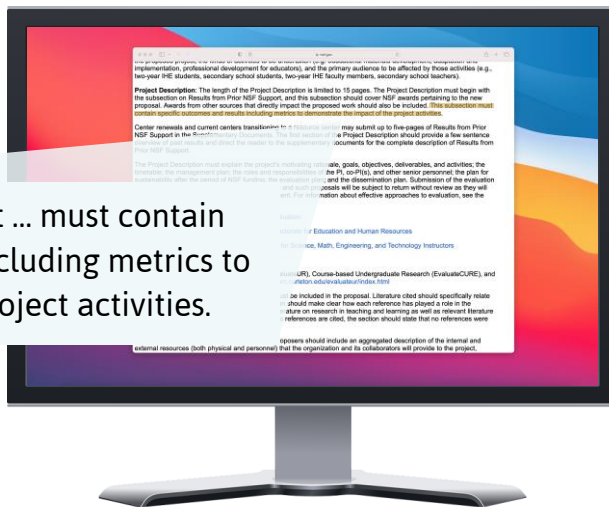
31

Which is the best evidence of outcomes?

Example A

The prior project was funded to increase the number of students completing 2-year degrees and entering the technical workforce. Funded activities included developing bridge courses, enhancing recruitment efforts, and developing support resources and strategies for first-generation college students.

Example B

All project objectives were achieved: 150 students enrolled in the new ATE course. 300 first-generation students benefited from newly developed resources aimed at addressing their diverse needs. 400 potential students were reached with new recruitment strategies.

Example C

The average pass rate for targeted courses increased from 62% to 85% (n=325). Student's placement in jobs right after graduation increased from from 55% to 84% (n=250). First generation students said that they felt a strong sense of belonging in the program and received additional support that helped them be successful.

32

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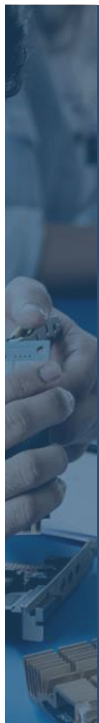
Your Best Evidence

CHAT QUESTION

- Imagine you've been funded by the NSF ATE program.

  What is one piece of evidence that you want to be able to say about the success of your project?
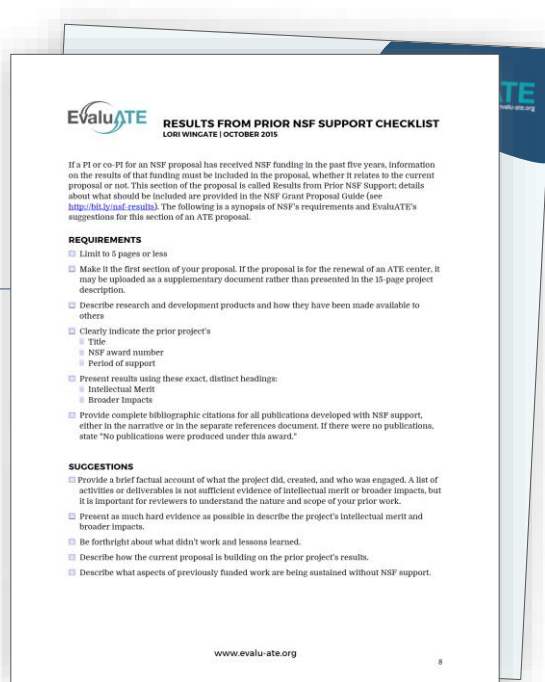
Answer
in chat box

33

Resources

RESULTS FROM PRIOR SUPPORT

Results from Prior NSF
Support Checklist

Page 8

RESULTS FROM PRIOR NSF SUPPORT CHECKLIST
LORI WINGATE | OCTOBER 2015

If a PI or co-PI for an NSF proposal has received NSF funding in the past five years, information on the results of that funding must be included in the proposal, whether it relates to the current proposal or not. This section of the proposal is called Results from Prior NSF Support; details about what should be included are provided in the NSF Grant Proposal Guide (see http://bit.ly/nsf-results). The following is a synopsis of NSF's requirements and EvaluATE's suggestions for this section of an ATE proposal.

REQUIREMENTS
☐ Limit to 5 pages or less
☐ Make it the first section of your proposal. If the proposal is for the renewal of an ATE center, it may be uploaded as a supplementary document rather than presented in the 15-page project description.
☐ Describe research and development products and how they have been made available to others
☐ Clearly indicate the prior project's
  ☐ Title
  ☐ NSF award number
  ☐ Period of support
☐ Present results using these exact, distinct headings:
  ☐ Intellectual Merit
  ☐ Broader Impacts
☐ Provide complete bibliographic citations for all publications developed with NSF support, either in the narrative or in the separate references document. If there were no publications, state "No publications were produced under this award."

SUGGESTIONS
☐ Provide a brief factual account of what the project did, created, and who was engaged. A list of activities or deliverables is not sufficient evidence of intellectual merit or broader impacts, but it is important for reviewers to understand the nature and scope of your prior work.
☐ Present as much hard evidence as possible to describe the project's intellectual merit and broader impacts.
☐ Be forthright about what didn't work and lessons learned.
☐ Describe how the current proposal is building on the prior project's results.
☐ Describe what aspects of previously funded work are being sustained without NSF support.

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8

34

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35

36

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$ How much does it cost?

37

The requested funds must match the scope of the proposed evaluative activities.

38

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BUDGETING
RULE OF THUMB

Dedicate

10%

of direct project
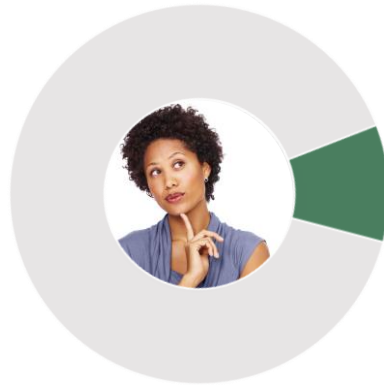costs to evaluation

39

BUDGETING
TRADE OFFS

	$	$$$
DATA TYPE	Quantitative data	Qualitative data
DATA COLLECTION	Existing data	New data
RESPONSIVENESS	Less responsive	More responsive
ENGAGEMENT	Less involvement	More involvement
COLLABORATION	More project support	Less project support
DISTANCE	Less travel	More travel
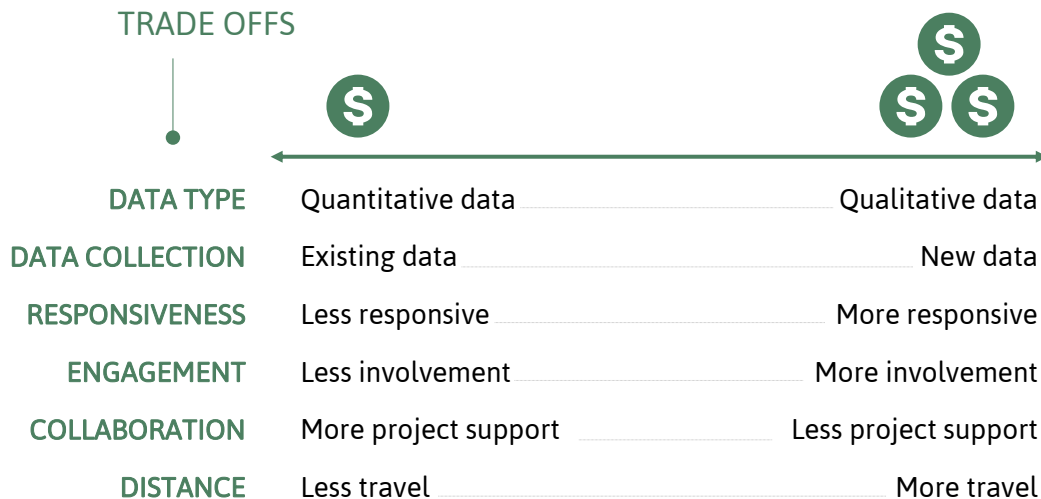
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BUDGETING
EXAMPLE

Total Project Budget:
$350,000 over 3 years
-$70,000 for indirect
$280,000 direct costs

10% EVALUATION BUDGET:
$28,000 total for 3 years
$ 9,333 per year

- Evaluator's time
- Travel costs for site visits
- Evaluator's overhead costs

41

? What is
evaluation?

Why should
I do it?

$ How much
does it cost?

Who can
evaluate?

42

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QUESTION
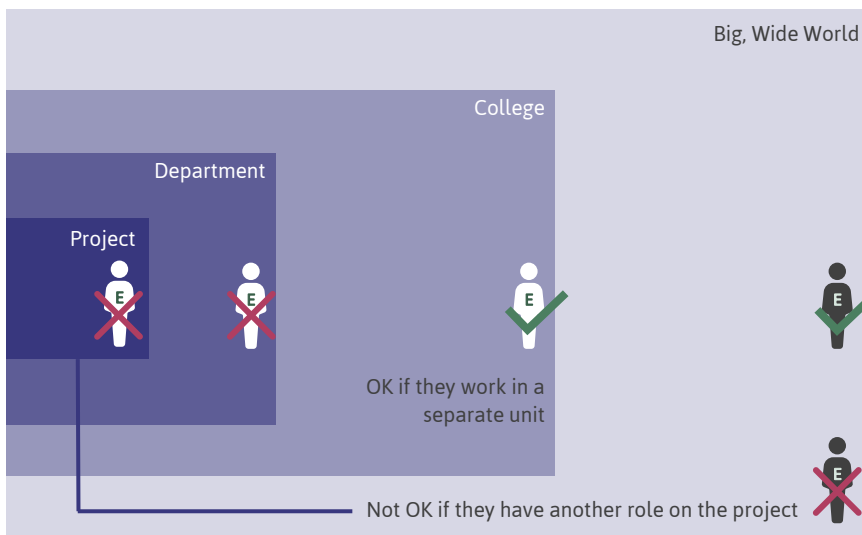BREAK

Use
chat window

43

Who can evaluate?

44
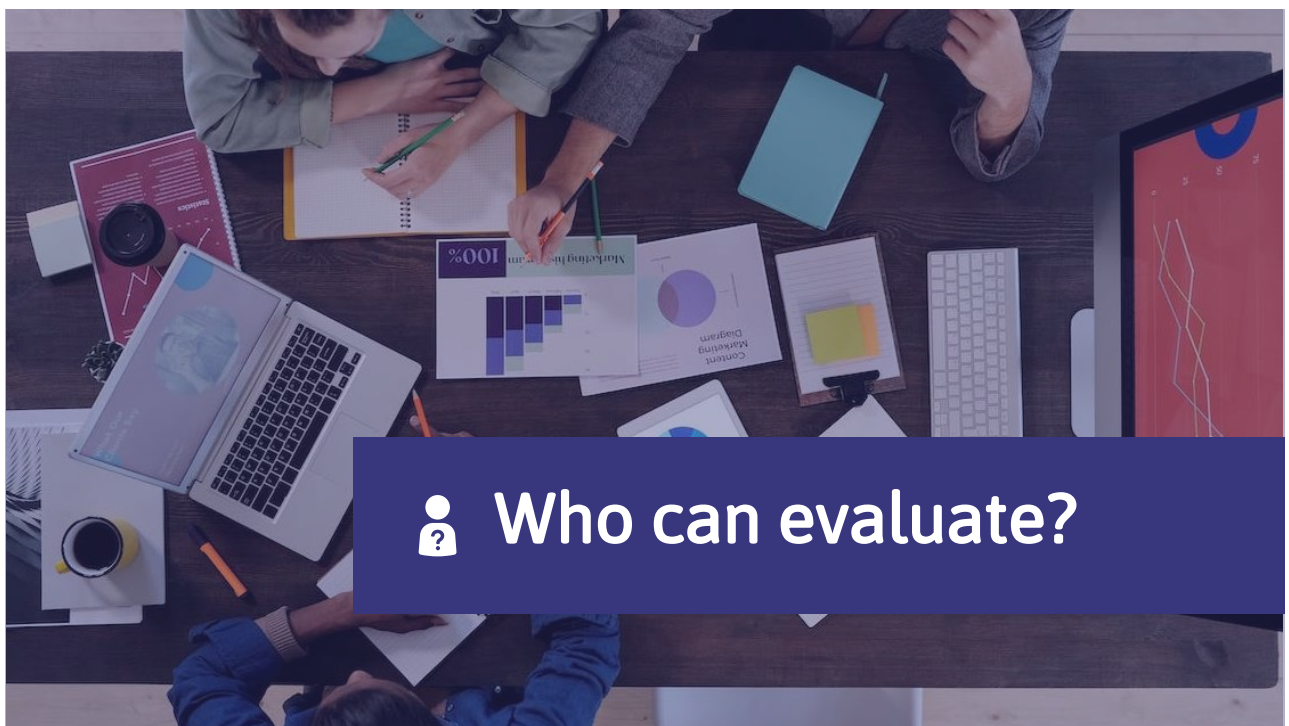
Independent
EVALUATOR

The funds to support an evaluator **independent** of the project must be requested.
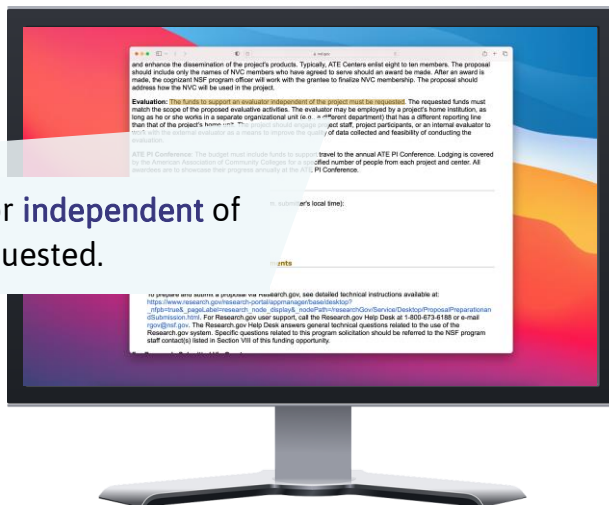
45

What counts as an independent?

Big, Wide World

College

Department

Project

OK if they work in a separate unit

Not OK if they have another role on the project

46

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Professional
EVALUATORS

- **What to look for in an evaluator:**
  - ⊘ Experience as an evaluator
  - ⊘ Research skills
  - ⊘ Communication skills
  - ⊘ Understanding of NSF and 2-year college contexts

Small Evaluation Consultant

Large Evaluation Center

47

Which evaluator would you recommend?
POLL QUESTION

Evaluator A
- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

Evaluator B
- M.A., Organizational psychology with emphasis in program evaluation
- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

Evaluator C
- M.S., Information technology
- Retired dean of technical programs at community college
- Received more than $4 million in NSF grants over 20-year career

Answer in poll box

48

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Which evaluator would you recommend?

Evaluator A

- Ph.D., Higher education administration
- 10 years of experience leading accreditation teams for technical programs at two-year colleges
- Published 5 research articles and 2 book chapters on technical education and student services

What is your experience with project evaluation?

Evaluator C

...ation

...n of technical programs at community college

- Received more than $4 million in NSF grants over 20-year career

- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

49

Which evaluator would you recommend?

Evaluator A

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Evaluator B

- M.A., Organizational psychology with emphasis in program evaluation
- Currently serving as lead evaluator for 25 NSF-funded projects
- Recipient of Outstanding Evaluation award from American Evaluation Association

Do you have time to work on my project's evaluation?

Who would do most of the work and what are their credentials?

Do they have experience with ATE projects?

50

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Which evaluator would you recommend?

> **What research methods do you have experience with?**
>
> **What is your experience as an external evaluator of grant-funded projects?**

E

- ...phasis
- ...on

- ...lead
- ...F-

colleges

- Published 5 research articles and 2 book chapters on technical education and student services

- Recipient of Outstanding Evaluation award from American Evaluation Association

Evaluator C

- M.S., Information technology

- Retired dean of technical programs at community college

- Received more than $4 million in NSF grants over 20-year career

51

Resources
QUESTIONS TO ASK AN EVALUATOR

**Getting to Know an Evaluator:
What Should I Ask?**

Page 7
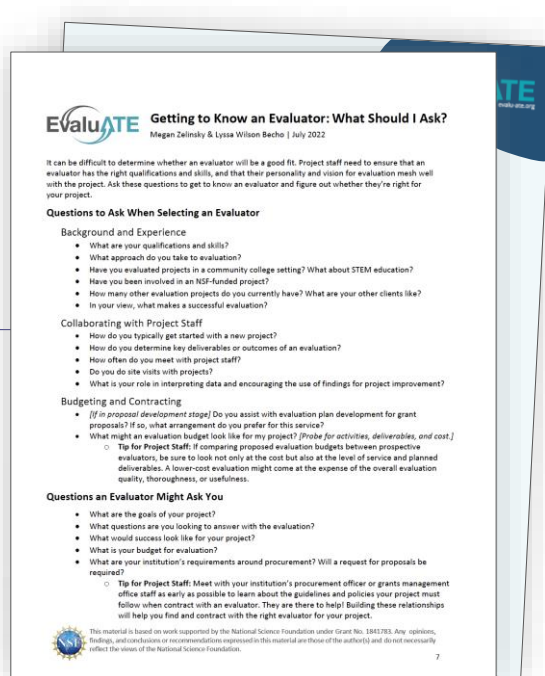
52

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53

54

Finding
AN EVALUATOR

American Evaluation Association (AEA)
my.eval.org/find-an-evaluator

55

Finding
AN EVALUATOR

American Evaluation Association (AEA)
my.eval.org/find-an-evaluator

AEA Local Affiliate Groups
eval.org/community/local-affiliates
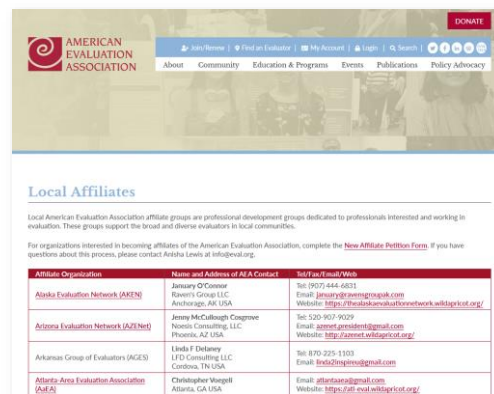
56

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Finding
AN EVALUATOR

- American Evaluation Association (AEA)
  my.eval.org/find-an-evaluator

- AEA Local Affiliate Groups
  eval.org/community/local-affiliates

- Expanding the Bench
  expandingthebench.org/ace/evaluators
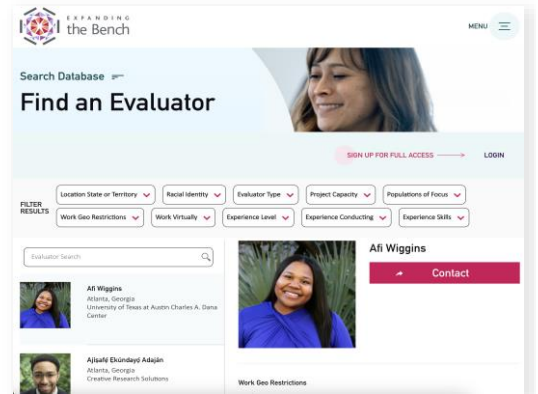
57

Finding
AN EVALUATOR

- American Evaluation Association (AEA)
  my.eval.org/find-an-evaluator

- AEA Local Affiliate Groups
  eval.org/community/local-affiliates

- Expanding the Bench
  Expandingthebench.org/ace/evaluators

- ATE Evaluator Map on ATE Central
  atecentral.net/evaluators
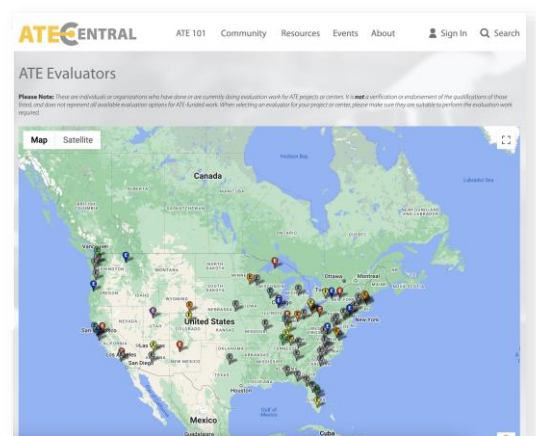
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Resources
FINDING & SELECTING AN EVALUATOR

Guide to Finding and Selecting
an Evaluator for ATE Proposals

Page 4
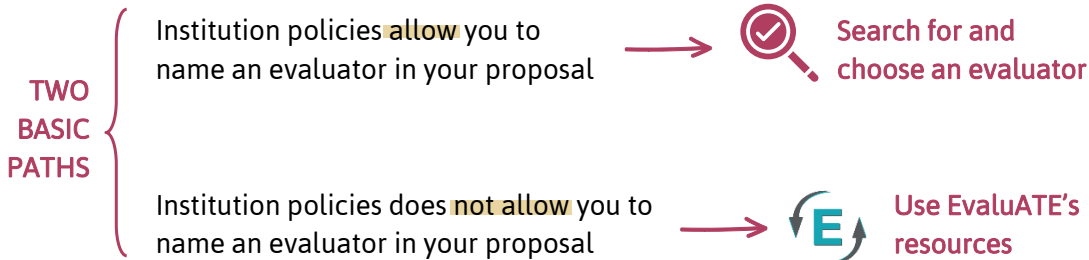
59

Procuring
AN EVALUATOR

⚠️ **STEP 1:** Talk with your procurement office at your institution to determine your path.

TWO
BASIC
PATHS

Institution policies **allow** you to
name an evaluator in your proposal → **Search for and
choose an evaluator**

Institution policies does **not allow** you to
name an evaluator in your proposal → **Use EvaluATE's
resources**

60
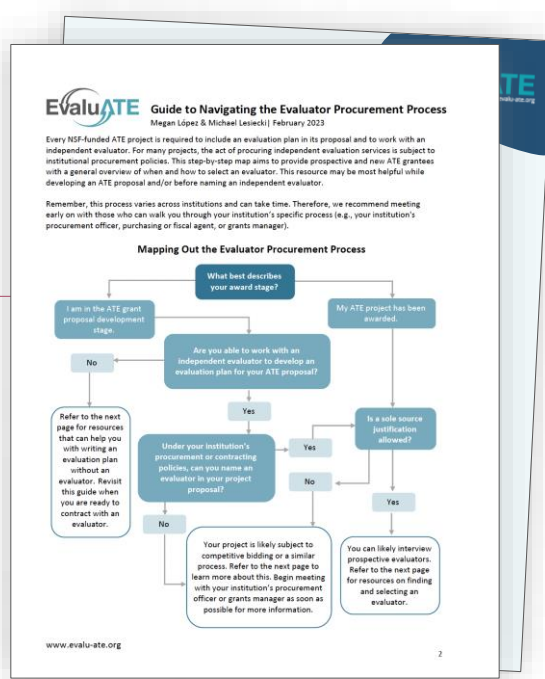
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30

Resources
PROCUREMENT PROCESS

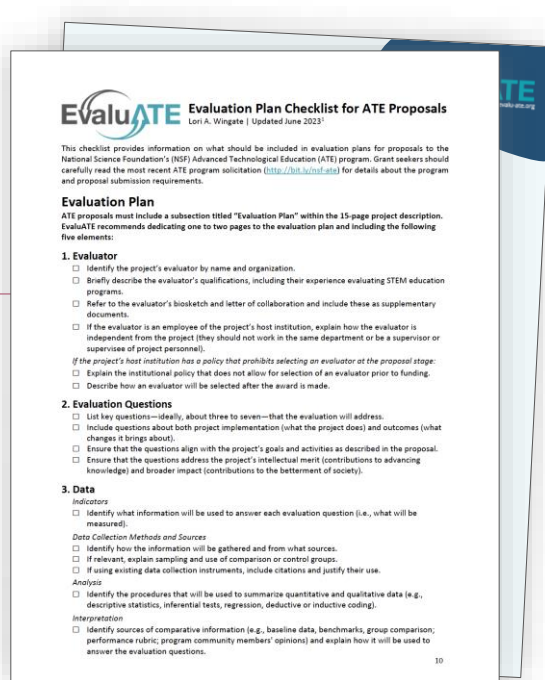**Guide to Navigating the Evaluator Procurement Process**
Page 2

61

Resources
WRITING EVALUATION PLANS

Evaluation Planning Checklist for ATE Proposals
Page 10

62

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63

64

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65

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into Evaluation Plans for
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March | 2024   3
Sun Mon Tue Wed Thu Fri Sat
31   1   2
3   4   5   6   7   8   9
10   11   12   13   14   15   16
17   18   19   20   21   22   23
24   25   26   27   28   29   30

66
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